

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:2673

ANSWERED ON:06.12.2001

ADVERTISEMENTS TO NEWSPAPERS, DOORDARSHAN AND AKASHWANI

RAMANAND SINGH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of advertisements released to daily, weekly and fortnightly newspapers during each of the last three years and 2001-02 and the amount paid therefor, State- wise; and

(b) the number of advertisements given to Akashwani, Doordarshan and private T.V. channels during the said period alongwith the amount spent thereon, state-wise?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) Details of advertisements issued to daily, weekly and fortnightly newspapers by Directorate of Advertising and Visual Publicity (DAVP) to newspapers empanelled with it during the years 1998-99, 1999-2000, 2000-2001 and 2001-2002 (upto 30th November 2001) are given in Annexures I, II, III and IV, respectively.

(b) No advertisements are being issued by DAVP to private T.V. Channels. The details of broadcasts/ telecasts got done by DAVP through Akashwani and Doordarshan during the years 1998-99, 1999-2000, 2000-2001 and 2001-2002 (upto November 2001) are given in Annexure V.